

SNAPSHOT

BALKAN'S COMMUNITY IN AUSTRALIA CAN'T GET ENOUGH OF MACEDONIAN PROCESSED VEGETABLE



Photo: AqBiz PV VC Lead Facilitator

Promotion of Macedonian processed vegetable products

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Australia Study Tour of Macedonian Processed Companies attracted great attention in the Macedonian community media

U.S. Agency for International Development
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Overseas markets, particularly Australian due to large communities of Balkan's origin consumers, are becoming increasingly important for the Macedonian export oriented processed vegetables industry. Traditionally Australian consumers prefer a taste for ethnic cuisines, especially for Indian, South-east Asian, Latin and Mediterranean recipes – currently accounting for 75% of ready meal sales.

In response to the potential exports increase, in March 2012, USAID AgBiz Program, through its subcontractor the Macedonian Consulting Group (MCG), organized a Study Tour and Business to Business (B2B) Meetings in Australia for five (5) leading processed vegetable companies, including Trgoprodukt, Altra, Bonum Plus, Univerzal Promet and Lars.

The objective of the Australian study tour was to improve export of Macedonian processed vegetables' products by organizing tasting presentation and B2B meetings with the Australian importers, distributors and traders in Melbourne and Sydney. In addition, the representatives from the Macedonian processed vegetable companies had an opportunity to learn about the latest market trends and specifications of the competing products available at the Australian market.

Latest evaluation of the Australia Study Tour indicated remarkable results. Two of the participating processed vegetable companies concluded 3 new contracts and realized export of Macedonian products for over \$ 910,000 Dollars.

“It was intensive but very productive business trip. We managed to eyewitness many insights related to Australian food market, to meet potential customers and to directly present our products. Since this was the first organized study tour and professional presentation of Macedonian vegetable processing companies in Australia there was no doubts that significant exports increase will follow”, said Mr. Darko Naskov, General Manager and Owner of Lars.

So, this summer Balkan's community in Australia will enjoy the flavor of homeland.